

**Adult Social Services, Public Health & Wellbeing Cluster**  
**Public Health Principal (maternity cover – 1 year fixed term)**

**Job Description and Person Specification**  
May 2023

## Job Description

<b>Job Title:</b>	<b>Public Health Principal</b>
<b>Service Area:</b>	Adult Social Services, Public Health & Wellbeing Cluster
<b>Function:</b>	Adult Care, Public Health & Wellbeing Hub
<b>Team:</b>	Integrated Strategy and Commissioning
<b>Post number:</b>	
<b>Grade:</b>	LBR 14
<b>Hours/weeks:</b> <i>E.g. 36 hours/52.14 weeks</i>	36 hours
<b>Base location:</b>	Lynton House
<b>Reports to:</b> <i>Job title</i>	Consultant in Public Health - Integrated Strategic commissioning.
<b>Responsible for:</b> <i>Job titles of direct reports</i>	N/A
<b>Role purpose and role dimensions:</b> <i>Overview of the job</i>	<p>The post holder will have the lead responsibility for areas of health and wellbeing which can be dependent on local priorities.</p> <p>The post holder will have lead responsibility for early year's and children and young people public health. This includes the following key areas:</p> <ul style="list-style-type: none"> <li>• Effective delivery of the 0-19 Healthy Child Programme</li> <li>• Oral health promotion</li> <li>• Access to Healthy Start</li> <li>• Solihull Online Parenting programme</li> <li>• Healthy Early years London</li> <li>• Support the UNICEF Child Friendly programme.</li> <li>• Other programmes and initiatives based on local need</li> </ul> <p>The post holder will also have responsibility for Making Every Contact Count and other areas linked to children's public health .</p> <p>The job will require effective interface between strategy and planning, co-ordination and implementation. The post holder will manage projects and any other public health staff appointed as required for the specialist area.</p>
<b>Key external contacts:</b> <i>Organisations</i>	North East London ICB, Redbridge Community Voluntary Sector, North East London Mental Health Trust, Barking Havering and Redbridge University Trust Hospitals, Barts NHS Trust, OHID, NHS England and external providers, Redbridge Health Watch, Maternity Voice partnerships.

<b>Key internal contacts:</b> <i>Job titles or groups of staff</i>	Early intervention, Early Years and Education, Children Social Care (Commissioning Team), Children's Services, Other departments in Local Authority.
<b>Financial dimensions:</b> <i>Budgetary responsibility &amp; amount. Equipment, cash, property etc. for which employee is responsible.</i>	Responsible for the budgets in specialist areas in work portfolio. Writing and presenting briefings/reports for Cabinet, H&WB and deputising for the consultant when needed
<b>Key areas for decision making:</b>	Children and Young People/regional/ICB/MECC Voluntary sector engagement Lead on service reviews.
<b>Other considerations:</b> <i>E.g. working patterns</i>	<ul style="list-style-type: none"> <li>▪ To lead multiple and changing demands, and to meet tight deadlines.</li> <li>▪ To work with a high level of intellectual rigor, negotiation and motivation skills.</li> <li>▪ Ability to understand other organisational cultures to enable effective working across organisational boundaries, influencing without authority.</li> <li>▪ Provide cover for other Heads of service in their absence.</li> <li>▪ Ensuring procedures are robust for financial, professional and corporate compliance.</li> </ul>

<b>Key accountabilities and result areas:</b>	<b>Key elements</b>
	<p><b>This will involve:</b></p> <p>Lead at operational level for specialist prevention areas such early years intervention, children and young people 0-19, MECC and Oral health by informing the commissioning of services and supporting service development and achievement of excellent service provision through:</p> <ul style="list-style-type: none"> <li>▪ Lead in developing and maintaining excellent working relationships with provider organisations and partners across LBR.</li> <li>▪ Leading on co-ordination of the implementation of public health programmes and policies as per national guidelines; Public Health Outcomes Framework (PHOF), NICE and DH with the purpose of continuous improvement of the services across Redbridge.</li> <li>▪ The provision of highly specialised and expert public health advice and information to all partner agencies and relevant groups and ensure information is interpreted appropriately for audience.</li> <li>▪ Making an active contribution, including the provision of professional advice, to commissioning services and the contract management of contracted services in the community.</li> <li>▪ Identifying and developing appropriate opportunities for partnership working with both internal and external partners for the mutual benefit and enhancement of knowledge, skills and service delivery.</li> <li>▪ Functioning at a senior level in relation to complex issues and conveying contentious and sensitive information, to a range of</li> </ul>

	<p>partners and to the public.</p> <ul style="list-style-type: none"> <li>▪ Establishing and implementing arrangements for the compilation and interpretation of management information and performance measures and statistics and support efforts to use such information to achieve continuous improvement and high quality, evidence-based management decision-making.</li> <li>▪ Assessing future demand and service utilisation to better inform commissioning plans in this specialist area.</li> <li>▪ Leading on the commissioning and coordination of relevant campaigns in specialist prevention areas such as smoking cessation, early years intervention, cancer, health checks and mental health with key partner agencies and to raise the profile, publicise and promote public health programmes.</li> <li>▪ Leading the development of evidence based strategies in specialist areas and co-coordinating implementation. This involves gaining ownership at the highest levels in organizations, both external and internal, and leading a multi-agency team to develop the strategy.</li> <li>▪ Ensuring that the Consultant in Public Health is regularly briefed on performance, kept informed about progress and given timely advice on policy options and their implementation.</li> <li>▪ Managing the budget and being a designated signatory in purchasing goods and services.</li> <li>▪ Ability to present the evidence to key public health for decisions.</li> </ul>
<b>Surveillance and assessment of the population's health and well being</b>	<ul style="list-style-type: none"> <li>▪ Identify scope for health improvement through use of local insight, Power BI, and other appropriate information sources.</li> <li>▪ Contribute proactively to Public Health Need Assessment, Joint Strategic Need Assessment, Annual Public health Report and other policy and strategy documents as and when required.</li> <li>▪ Take active and innovative measures, including information bulletins, seminars, and training, to ensure that information about the health and well-being of the population of Redbridge and its relevance to commissioning is shared and understood throughout LBR.</li> </ul>
<b>Assessing the evidence of effectiveness and healthcare interventions, programmes and services</b>	<ul style="list-style-type: none"> <li>▪ Develop the Public Health team capacity to access and maintain up to date knowledge of public health developments, identifying appropriate sources of information, analysing and reviewing information and briefing public health staff accordingly.</li> <li>▪ Undertake searches of literature and other information sources to identify evidence based cost effective models of care and to support the Public Health needs assessment function.</li> <li>▪ To undertake research and audit projects regularly as part of the job requirement and development of public health initiatives.</li> </ul>
<b>Policy and strategy development and implementation</b>	<ul style="list-style-type: none"> <li>▪ To lead on the communication, dissemination and implementation and delivery of national and local policies for specialist prevention areas.</li> <li>▪ Work with other public sector organisations and voluntary sector and private sector organisations to develop and co-ordinate projects and strategies to address health and wellbeing issues within the population of Redbridge and gain widespread understanding and commitment.</li> </ul>

<b>Leadership and collaborative working for health</b>	<ul style="list-style-type: none"> <li>▪ Champion health and well-being, build partnerships, publicise health and well-being initiatives, secure widespread understanding and commitment and promote the involvement of community groups and the public in health and well-being programmes and initiatives.</li> <li>▪ To work collaboratively across all service areas, to promote effective joint working whilst addressing wider determinants of health and specialist prevention areas.</li> <li>▪ Be an active member of the Public Health team, supporting the Consultant Public Health in achieving the services strategic plan and consulting, working with and supporting colleagues.</li> <li>▪ Support effective team working and a performance culture.</li> </ul>
<b>Health improvement</b>	<ul style="list-style-type: none"> <li>▪ To be responsible for designated areas of health improvement encompassing specialist prevention areas such as oral health promotion, early years interventions.</li> </ul>
<b>Health protection</b>	<ul style="list-style-type: none"> <li>▪ To communicate effectively and diplomatically with a wide audience including media and the public to change practice in highly challenging circumstances such as immunisation and screening programmes.</li> </ul>
<b>Service Improvement</b>	<ul style="list-style-type: none"> <li>▪ Implementation of the Health and Wellbeing priorities and delivery of the public health outcomes framework.</li> <li>▪ Work to a consistently high standard. Comply with systems to demonstrate quality, including external assessment and customer feedback.</li> </ul>
<b>Public health intelligence</b>	<ul style="list-style-type: none"> <li>▪ Support the provision of Public Health/Health Promotion information advice to clients e.g. community groups, general public at events.</li> <li>▪ To undertake assessment of health needs, health inequalities and health impact assessment to identify areas for action within the local population based on best available evidence and to be responsible for short- and long-term planning and for providing advice on the health needs of the population.</li> </ul>
<b>Academic Public Health/Research and Development</b>	<ul style="list-style-type: none"> <li>▪ To undertake literature reviews, evaluative surveys, audit, and other research as required to inform equitable service and reduced health inequalities.</li> <li>▪ Take responsibility for continuing professional development and take a proactive approach to maintaining personal and professional effectiveness in an evolving role.</li> <li>▪ To participate in the educational programme for public health speciality trainees.</li> </ul>
<b>General accountabilities and responsibilities</b>	
<b>Green Statement</b>	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Seeking opportunities for contributing to sustainable development of the borough, in accordance with the Council's commitment to making Redbridge a cleaner, greener place to live. In particular, demonstrating good environmental practice (such as energy efficiency, use of sustainable materials, sustainable transport, recycling, and waste</li> </ul>

	reduction) in your job.
Data Protection/ Confidentiality	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Complying with the Data Protection Act 2018 – treating all information acquired through your employment, both formally and informally, in strict confidence and in accordance with Caldicott principles.</li> <li>▪ Complying with the Code of Conduct, other practice guidelines and the rules and protocols defining employees' access to and use of the Council's databases and systems. Any breaches could result in disciplinary measures.</li> <li>▪ Maintaining client records and archive systems in accordance with departmental procedure, policy and statutory requirements.</li> </ul>
Conduct and Whistle blowing	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Complying with the requirements of the Code of Conduct and maintaining high standards of personal conduct, honesty and integrity. You have a duty to raise any impropriety or breach of procedure to the appropriate level of management. Employees making such disclosures (whistleblowing) are protected and may make them without fear of recrimination.</li> </ul>
Safer Working	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults. Where you work in such a post the Council will require a CRB Disclosure check and references will be taken up prior to interview.</li> </ul>
Equalities	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Complying with the Council's strong commitment to achieving equality of opportunity and outcomes in its services to the community and in the employment of people. You are expected to understand, comply with, and promote Council policies in your work, to undertake any appropriate training and to challenge any prejudice and discrimination.</li> </ul>
Customer Care	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Complying with corporate and service area customer service standards and promoting the development of high quality, individualised and customer-led services.</li> </ul>
Health and Safety	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Being responsible for your own Health &amp; Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment where necessary and report defectives and hazards to management.</li> </ul>

To contribute as an effective and collaborative member of the team	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ Taking responsibility for continuing self-development and participating in training and development activities.</li> <li>▪ Participating in the ongoing development, implementation and monitoring of the service plans.</li> <li>▪ Supporting and contributing to value for money, service efficiencies and improvements.</li> </ul>
Flexibility	<p>This will involve:</p> <ul style="list-style-type: none"> <li>▪ The above-mentioned duties are neither exclusive nor exhaustive. From time to time, you may be required to undertake responsibilities outside the normal remit of your Job Description as required by the line manager and are broadly within your grading level and competence.</li> </ul>

## Person Specification

Job Title:	Public Health Principal - 3		
Method of candidate assessment: A = Application form, I = Interview, T = Test. Weighting: 3 = most important, 2 = least important		A - I - T	Weighting
<b>Minimum education/ qualifications:</b>	<ul style="list-style-type: none"> <li>Post graduate degree qualification in public health/health promotion or a related discipline or equivalent knowledge gained through experience</li> </ul>	A	3
	<ul style="list-style-type: none"> <li>UKPHR registration</li> </ul>	A	2
	<ul style="list-style-type: none"> <li>Management qualification or demonstrable equivalent knowledge</li> </ul>	A	2
<b>Minimum experience/ knowledge/ skills:</b>	<ul style="list-style-type: none"> <li>Able to demonstrate a sound knowledge of principles and practice of health promotion and tackling inequalities</li> </ul>	A-I	3
	<ul style="list-style-type: none"> <li>Awareness of national and local political environment and priorities as they relate to health improvement and tackling inequalities</li> </ul>	A	3
	<ul style="list-style-type: none"> <li>Understanding of the NHS and partner organizations</li> </ul>	A-I	3
	<ul style="list-style-type: none"> <li>Understanding of the NHS and partner organizations</li> </ul>	A-I	2
	<ul style="list-style-type: none"> <li>Knowledge of best practice in management information systems, knowledge management, and records management (including electronic document and records management systems) and their application within the NHS.</li> </ul>	A-I	2
	<ul style="list-style-type: none"> <li>Knowledge of best practice in management information systems, knowledge management, and records management (including electronic document and records management systems) and their application within the NHS.</li> </ul>	A-I	3
	<ul style="list-style-type: none"> <li>Evidence of continuous personal and professional development</li> </ul>	A-I	2
	<ul style="list-style-type: none"> <li>Knowledge and understanding of the diverse communities of Redbridge and the different strategies available for working with hard to reach groups</li> </ul>	A-I	3
	<ul style="list-style-type: none"> <li>Knowledge of communication and training techniques and the ability to design and deliver training events to a variety of audiences.</li> </ul>	A-I-T	3
	<ul style="list-style-type: none"> <li>Experience of working in health services, local authority or relevant voluntary or public sector setting sufficient to develop an understanding of how complex public sector and/or voluntary sector organisations work and a demonstrable ability to negotiate relationships between different parts of the organisation.</li> </ul>	A-I-T	3
	<ul style="list-style-type: none"> <li>Experience of working in health services, local authority or relevant voluntary or public sector setting sufficient to develop an understanding of how complex public sector and/or voluntary sector organisations work and a demonstrable ability to negotiate relationships between different parts of the organisation.</li> </ul>	A	3
	<ul style="list-style-type: none"> <li>Evidence of successfully developing, delivering and evaluating health related policies/strategies within a local authority/health and/or community/voluntary sector context</li> </ul>	A-I	2
	<ul style="list-style-type: none"> <li>Successful management of complex multi-agency working with public, private and voluntary /</li> </ul>	A	3



	<p>community sector</p> <ul style="list-style-type: none"> <li>▪ Experience of working with external organisations (public sector, voluntary sector and private sector) co-ordinating community based projects to deliver improvements in people's lives</li> <li>▪ Project management experience</li> <li>▪ Significant ICT experience, particularly in the area of knowledge management</li> <li>▪ Computer literate /keyboard skills</li> </ul>		
<b>Minimum competencies:</b> Customer focus	<ul style="list-style-type: none"> <li>▪ Ability to identify, hard-to-reach groups.</li> </ul>	A-I	3
Communicating and influencing	<ul style="list-style-type: none"> <li>▪ The job also has a community/outreach dimension – working with other organisations to address issues around health and well-being across all parts of the population in Redbridge. The post-holder will need well-developed communications skills to communicate with and engage a wide variety of community groups and different sections of Redbridge's diverse community</li> <li>▪ Significant communications and influencing skills needed to engage external organisations and secure their commitment to public health objectives.</li> <li>▪ Effective communication skills, oral, presentational and written, including formal minute taking and producing reports and Action Plans</li> <li>▪ Ability to communicate effectively across agency boundaries</li> <li>▪ Ability to work within a team and independently</li> <li>▪ Good negotiation skills and able to deal with conflict</li> </ul>	<p>A</p> <p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p>	<p>2</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>
Building relationships, working together and in partnership	<ul style="list-style-type: none"> <li>▪ Team working</li> </ul>	A-I	3
Planning, organising & achieving results	<ul style="list-style-type: none"> <li>▪ The job has a strong strategic and project management element – planning long-term initiatives to address specific health and well-being objectives.</li> <li>▪ The job also has a strong research dimension – identifying sources of information, analysing information and presenting information with recommendations for action.</li> <li>▪ Needs a sound understanding of models of care and the ability to apply emerging information, experience and guidance to the development of</li> </ul>	<p>A-I</p> <p>I</p> <p>A-I</p> <p>A-I</p>	<p>3</p> <p>2</p> <p>3</p> <p>3</p>

	<p>improved models – working</p> <ul style="list-style-type: none"> <li>▪ Needs a clear understanding of how the council operates and how to negotiate commitment</li> <li>▪ Ability to put strategy into actions and outcomes.</li> <li>▪ Able to successfully motivate and inspire organisations, senior colleagues and staff to deliver innovative programmes</li> <li>▪ Ability to work with uncertainty and ambiguity: analyses and accurately evaluates a broad range of data and information</li> <li>▪ High standards of personal integrity</li> <li>▪ Orientated to achieving results</li> <li>▪ Self -motivated and innovative</li> <li>▪ Ability to cope with conflicting demands and pressures</li> </ul>	<p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p> <p>A-I</p>	<p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>
Embracing change	<ul style="list-style-type: none"> <li>▪ Ability to manage and contribute to change processes in a positive and proactive manner</li> </ul>	A-I	3
Managing and developing people	<ul style="list-style-type: none"> <li>▪ Critical Appraisal Skills</li> <li>▪ People – need to retain their commitment and constantly renew their energies in pursuit of the council's objectives.</li> </ul>	<p>A-I</p> <p>A-I</p>	<p>3</p> <p>3</p>
<b>Special conditions:</b>			
<b>Signature of Employee:</b>	<b>Name:</b>	<b>Date:</b>	